

I claim:

1. A pillow comprising:

a generally rectangular pad having (1) a substantially planer top surface, (2) a substantially planer bottom surface generally parallel to and spaced from the top surface by a pad thickness, (3) a pad length, (4) a pad width, the pad length being at least seventy five percent longer than the pad width, (5) first and second side surfaces extending between respective lengthwise edges of the top and bottom surfaces, and (6) third and fourth side surfaces extending between extending between respective widthwise edges of the top and bottom surfaces; and

a textile pillow covering substantially encapsulating the pad, the pillow covering having a pillow covering length, the pillow covering length being substantially longer than the pad length.

2. The pillow of claim 1, wherein the flat pad comprises a foam material.
3. The pillow of claim 2, wherein the foam material comprises a viscoelastic foam.
4. The pillow of claim 3, wherein the viscoelastic foam has a density of between about 2.5 and 4.5 pounds.
5. The pillow of claim 1, wherein the pad thickness is between about 0.75" and 1.5".
6. The pillow of claim 1, wherein the pad length is between 44" and 52", and the pad width is between 18" and 25".

7. The pillow of claim 1 wherein the pad further includes a first cutaway section, the cutaway section extending inwardly from the third side surface, the first cutaway section having (i) a cutaway length generally corresponding to the length of a human head, and (ii) a cutaway width generally corresponding to the width of a human head, the cut defining a first portion of the pad between the cutaway and the first side surface and a second portion of the pad between the first cutaway section and the second side surface.
8. The pillow of claim 7, wherein the pad further comprises corresponding second and third cutaway sections, the second section being located in the first portion and the third cutaway section being located in the third portion, the second and third cutaway sections having a size generally corresponding to the size of a human ear.
9. The pillow of claim 2, wherein the top surface is substantially smooth, and the bottom surface is textured.
10. The pillow of claim 9, wherein the texture of the bottom surface is an eggcrate texture.
11. The pillow of claim 1, wherein one or more of the plurality of side surfaces are generally perpendicular to the top surface.
12. A combination comprising the pillow of claim 1 and instructions, the instructions directing how to fold or roll the pillow into three or more configurations.

13. The pillow of claim 1, wherein the pillow covering is comprised of a woven or non-woven fabric material.
14. A method of using a flat pillow wherein the flat pillow comprises a rectangular pad having generally planer top and bottom generally parallel surfaces separated by a thickness not exceeding two inches and a pillow length at least seventy five percent longer than a pillow width, the method comprising:
- forming the pillow by performing one of the following list,
 - a. generally evenly folding the pillow widthwise over on to itself at two locations tripling a height of the pillow,
 - b. generally evenly folding the pillow widthwise over on to itself at three locations quadrupling the height of the pillow,
 - c. first folding the pillow widthwise at one or two locations, the one or two locations being a relatively short distance from on widthwise edge of the pillow, next generally evenly folding a remaining length of the pillow over on to itself at two locations, whereby the pillow is tripled in height over one portion and is either quadrupled or quintupled in height over another portion;
 - positioning the pillow on a sleeping surface; and
 - laying down on the sleeping surface and placing a head on the formed pillow.
15. The method of claim 13, wherein the list for forming the pillow further includes (iv) generally evenly folding the pillow in half doubling the height of the pillow.
16. The method of claim 14, wherein the list for forming the pillow further includes (v) rolling the pillow widthwise.
17. The method of claim 13, wherein the pillow further includes a pillow covering substantially encapsulating the pillow, the pillow covering having a length that is at least about twenty five percent longer than the pad, and the method further comprises wrapping a portion of the pillow covering comprising an additional length in excess of

the length of the pad between a bottom surface of the formed pillow and the sleeping surface.

18. A combination comprising:

A pillow including a generally rectangular viscoelastic foam pad, the pad having (1) a substantially planer top surface, (2) a substantially planer bottom surface generally parallel to and spaced from the top surface by a pad thickness of about 0.75" to 1.75", (3) a pad length of about 44" to 52", (4) a pad width, the pad length being at least seventy five percent longer than the pad width; and

instructions directing how to fold or roll the pillow into three or more configurations.

19. The combination of claim 18, wherein the pillow further includes a pillow covering.

20. The combination of claim 18, wherein the instructions include the directions for folding the pillow widthwise back on to itself one or more times to vary the height of a resulting formed pillow.